



# THE POWER OF MANY

How Franchisees built our brand





**You are part of an Australian/NZ owned global brand with dedicated resources and systems to benefit your ongoing success.**



## Key Benefits

- 20+ years of goodwill and brand recognition
- Franchisee contributions and investment by the whole group has been integral to growing the Cartridge World business and creating an iconic, trusted brand
- Many years of collective support and experience within the Network to call upon when needed
- Fully recyclable own brand product with ongoing development focused on quality and performance
- The security of a proven business model with operational systems and mentoring
- One on One help and training to grow your business
- A growing eCommerce revenue stream
- The unique ability to maximise the sale value of your business



**Cartridge World®**

**Trusted Printing Solutions**

# OUR MODEL



# OUR OWN PRODUCT

“ Our own Cartridge World brand product has been developed with the benefit of 20+ years’ product knowledge and expertise. ”



A commitment in providing you with the best quality product in both price and performance via:

- Manufacture and in-factory Quality Control
- In-house Testing
- The security of our own procurement and supply
- Own distribution facilities (BNE and WA warehouses)
- IP/non-infringing product sourcing and product indemnification
- Market leaders in the aftermarket space for innovation and quality
- The highest quality compatible product in the market
- Established and delivering a higher selling price against other non recognised clones
- 100% recyclable via environmentally friendly Cartridges 4 Planet Ark program
- Franchisee ability to influence product development and range
- Refill/Reman instruction guides available for our supported products and systems



# SUPPLIERS AND OTHER PRODUCTS



## **Internal synergistic product ranges:**

- **OEM products**
- **Printers and other hardware**
- **IT accessories and consumer electronics**
- **Office equipment and supplies**
- **Stationery**
- **Telco products**
- **New product sourcing done for you**

With our group backed supply chain at your fingertips, you have additional support and quick stock when required:

- Flexible approach, in the best interests of our Network, with the ability to adapt to market changes (i.e. Covid19, bushfires, floods)
- Broad product and best quality range
- Dedicated supplier resource, not influenced by others
- Collated orders, group discounts, high level access to suppliers
- MPS programming support
- Bulk purchase MOQ take up (i.e. collated orders and OEM supplier deals)
- Additional product opportunity, warehousing and procurement
- Distress stock purchase opportunities
- Access to tailored supplier promotional materials
- MDF availability

# TECHNICAL

## Product Development and Quality Control

Cartridge World printing products are the leading brand of non OEM toner and ink in the marketplace.

Our Product Development and Quality Control team continually strives to offer the most innovative quality products with exceptional reliability.

What sets us apart from the competition, is what we do that the others don't!

1. In-house product testing for new product analysis and development (ISO yield tests, quality tests against OEM products).
2. In-house batch testing for existing products (Incoming orders are batch tested before being released for sale).
3. Outsourced third party inspection and testing company. (They check our products overseas after manufacture).
4. We are completely open and transparent with what testing we are doing and how the product is performing in the market. Testing procedure documents and defective rates are available for everybody to view.
5. All our products are developed to not infringe other brands Intellectual property.
6. We work continuously with the manufacturers to evolve our products and make continual improvements.

## World Class Technical support

The Technical Support Team (TST) combines a wealth of knowledge and expertise when it comes to providing support with technical queries relating to CW and OEM branded products. The team focusses on providing world class one-to-one technical support for all franchisees and undertake store visits where possible.

The team are available to answer your queries over the phone, through Facebook, via email and through webinar sessions. From product queries, solving technical issues, or just providing advice and guidance, the Technical Support Team is here for your needs.

Regular product releases, product updates, training videos and technical specification documents are made available to the Network to keep everyone updated with relevant product and industry information.

The TST holds weekly meetings via Zoom to discuss product, technical issues and queries, quality control and testing. Franchisees are encouraged to participate and provide feedback to these meetings.



# TRAINING



**There is an established suite of specific training materials and resources available.**

**Our National Network enables you to access Franchise best practice, industry expertise and knowledge.**



**Management with Mentoring** – your Franchisor is available to help from day-to-day queries through to high level business planning

**Sales** – Fundamentals, Sales Calls Best Practice, B2B Sales Manual, B2C Sales Manual, Power Prospecting Opportunities, Handling Resistance, Gaining Commitment, Getting Customers

**Social Media** – Introduction to Facebook and tutorials, Tools for Local Area Digital Marketing, Google My Business Tutorial

**Technical** – Product Updates, New Product Releases, Toner Reset, Refill Instructions and Weights, Testing Procedures and Quality Control

**Marketing** – MRC resources, Brand Guidelines, Cartridges 4 Planet Ark, Amazon, Optus, WBAP, Targeted and Local Marketing

**Operations** – Franchisee Operations Manual, Sales Force Program Pack, Occupational Health and Safety, Online Sales System, Social Networking and Communication, B2B Sales Manual, B2C Sales Manual

**One on One** – The entire Cartridge World team is available to help and train you in any areas you require so as to grow your business



# SALES AND MARKETING

## Franchisees enjoy the benefit of structured, pooled advertising funds utilised for national branding campaigns and marketing execution programs.

We work with you to implement local and national marketing strategies to maximise and generate sales opportunities across our growing online and in-store channels.

The power of our many resources and infrastructure amplify our

brand awareness at a local and national level.

Ongoing investment in the development and maintenance of our digital and eCommerce platforms ensure we keep up with the continuously evolving world of online shopping.

Our dedicated Resource Centre provides a suite of online training materials, guides, CW brand assets and corporate graphic design service to assist you with your local area marketing. Your own Network has contributed over \$75 million in getting our brand recognised.

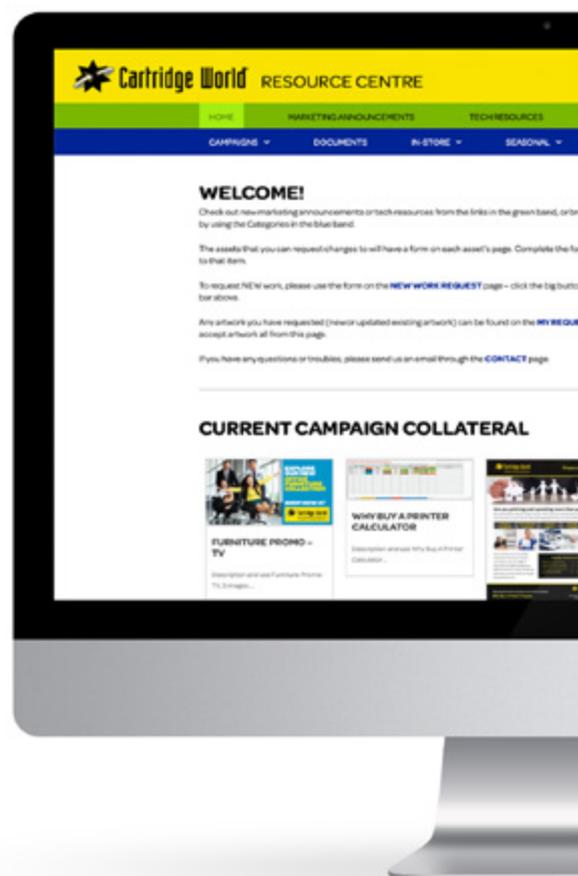
## Cartridge World Resource Centre

The Cartridge World Resource Centre is constantly updated to allow Franchisees to tailor their local marketing in line with our corporate guidelines, ensuring that the brand identity is consistent across the country.

The Resource Centre plays a pivotal role in centrally storing technical information, creative assets and operating documents, whilst also giving you the ability to create custom in-store material required to promote your business.

### Services the Resource Centre can provide:

- Price tickets (including editable PDF files)
- Posters (A4, A3, A2, A1, A0)
- Flyers (DL, A5) including double sided for individual stores or generic
- Electronic cards
- Press ads
- Store closure/opening posters (editable or non-editable)
- Public holiday closure posters (editable or non-editable)
- Christmas assets (such as posters, social media images and cards)
- Store vouchers
- 'Under new management' posters
- 'We're moving' posters
- Business cards
- Stationery such as folders, PowerPoint templates and letterheads
- Email banners and footers
- Campaign related material, digital and media
- Social media assets
- Website assets
- Catalogues
- and much, much more ...



# SALES AND MARKETING

## Support available for Cartridge World franchisees



### Digital:

- Produce videos, posts, eBooks, competitions, quizzes, colouring in sheets and all interactive content
- Post content on national and all store pages, create videos and graphics as required
- Manage advertising on all digital platforms (Google, Facebook, LinkedIn, Bing, Spotify, Gmail, Instagram, YouTube)
- Manage email marketing campaigns
- Blog content planning, design and posts
- Create and manage content for YouTube, Google my Business and Bing

### Website:

- Web content design and layout
- Creating new categories, landing pages, templates
- Create store pages
- Set up new accounts for agencies
- Set up offers and promotions
- Product imports, update and manage pricing
- Work with developers on improvements, new functionalities
- Manage technical issues and glitches
- Payment gateways (After Pay, PayPal, Google Pay)
- Research and identify specialist tools to optimise performance (Later, Lumen5, Brand Amplifier)

### Advertising and Campaigns:

- Campaign planning and themes
- Creative content for Digital, TV, Radio and in-store media
- Advertising placement and media optimisation
- Promotional activities, events, products, signage, materials, POS, brochures, etc
- PR activity
- Products for promotion
- Campaign feedback
- Communicate between Franchisees and Masters
- Social Media
- Creative assets production



### **Sales Analysis:**

- Monitor website traffic and analytics
- Create and publish monthly eCommerce report
- Monitor and publish social and email performance reports
- Publish local ad performance report to participating stores
- Monitor and provide data for social media contests and promotions
- Analytics for TV and Radio
- Pricing policies

### **Support:**

- Produce and provide marketing training resources
- Provide updates and webinars
- 1:1 coaching and support for Franchisees
- Online customer support (Google my Business, online chat, email inquiries, social media, Trustpilot)
- MRC content management, updates, backend support and maintenance
- Manage partnerships
- Support Franchisees with marketing needs
- Respond/action store requests
- Assist in local area campaign production

### **Management:**

- Develop marketing strategy, produce marketing plan and activity calendar
- Execute campaigns in line with marketing plans
- Execute competitions, liaise with customers and stores
- Develop opportunities to promote CW Brand
- Ad Fund management
- Manage and update brand guidelines
- Engage advertising mediums and providers
- Manage agencies, suppliers and consultants

# STORE OPERATIONS



## Your store is your stage and to help you perform at your best we can offer:

- Leasing assistance, support with landlord negotiations, store locations/relocation
- Support with store updates and refresh, fit-outs and merchandising
- Store layout guides detailing retail standards and how to maximise sales using optimum retail displays
- Assistance with store IT infrastructure for online sales and email services
- Mentoring and management assistance to support you with day-to-day operations
- Assistance with developing your business plan, KPI's and store marketing plan
- Advice on stock management, stock control and stock taking
- Operational procedures guides, sales and customer service training guides
- Support in handling escalated customer queries and issues
- HR management and assistance with staff recruitment and retention, performance and compliance management
- Corporate graphic design, artwork and assets for all store POS and displays including signage, promotional assets, brochures etc.
- Uniform branding assets, guides and artwork with links to corporate supplier for all your uniform requirements
- Sourcing, developing and growing the agency model within your franchise area.

# MANAGEMENT AND SUPPORT



**As part of the CW family you have access to over 100+ years' worth of business and printing industry experience combined with a forward-thinking brand dedicated to progressing the business.**

You have the security of dedicated and incentivised management through your Masters, the AUS/NZ Management team, plus the power of our global Franchise network to add value and continue to support the growth of your business.

The entire Cartridge World team is available to help and train you on any areas you require so as to grow your business, no matter the size or time as a Franchisee.

This one-to-one support, coaching and mentoring enables you to maximise the value in your business and ultimately provides a prime selling advantage.

# SUMMARY



**As a Cartridge World franchisee you are integral to the success of our business.**

Together we are stronger. The benefits of belonging to an established global brand enables us to build upon those core values combining quality products, excellent service, and an infrastructure of resources to deliver outstanding results and progress in an ever changing business world.

These core values and the Cartridge World brand provide credibility and recognition, not only as an Australian owned business, serving local communities, but also as an environmentally responsible brand - attributes that we are all committed to and can all be truly proud of.

The power of many provides us with the unique opportunity to develop and evolve our brand and products to grow the Cartridge World franchise network, maximising benefits for all.

For this we say, thank you - let's continue to build our brand together.

**Peter Mitropoulos**  
CEO



# MASTER FRANCHISEE

## A word from your Master Franchisee

**In 1995** with an interest in technology, I came across an advert for Cartridge World (its former name Australian Cartridge Company). So, from a simple enquiry, I found myself in Adelaide training with the founder Bryan Stokes. The outcome of this was for me to open the first ACC store in Hervey Bay, Queensland. This was a quick learning curve and an exciting journey.

**In 1999**, I was approached to become the first Master Franchisee for Cartridge World; my area of responsibility was the state of Queensland. From opening our first franchise in Indooroopilly in 1999 to present, the journey has been remarkable.

Having a family orientated business model and products that everyone can and does use, our goal was and is to make our products available to everyone in Australia; the company quickly became global in 2001.

Many franchisees have joined Cartridge World over the years, and I have seen many retire and enjoy the fruits of their labour. This business takes you on a journey, our model is continually evolving, and our product range is constantly growing.

This company doesn't stand still. The network all look to share their knowledge and support each other.

There are not many businesses that can boast the vast support and growth opportunities that we have. From our expansion program via agencies to our digital and social media footprint. Everything is considered.

Yes, the Cartridge World store is still in full swing in Hervey Bay, now owned and operated by my son and his wife.

**David Smith**  
Master Franchisee – Qld





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